

Help Us Solve the
Cruel Mystery™

Join the fight to end lupus and
stop its brutal impact.

Help Us Solve
The Cruel Mystery
LUPUS™
FOUNDATION OF AMERICA

MAY IS LUPUS AWARENESS MONTH!

POP Starter Kit

May 2013

Thank you for your interest in joining the Lupus Foundation of America, Philadelphia Tri-State Chapter and thousands of people nationwide for the **Put On Purple** initiative throughout May - *Lupus Awareness Month* - 2013. The Initiative is focused around **Put On Purple Day on Friday, May 17th**, but we encourage you to participate on whatever day you can this May!

The Lupus Foundation of America is the foremost national force devoted to solving the cruel mystery of lupus while providing caring support to those who suffer from its brutal impact. To learn more, visit **www.lupustristate.org**.

It's easy to participate! Following are some ways you can **Put On Purple** for *Lupus Awareness, Tell the Lupus Story, and Change Lives*:

- Choose a day to wear purple proudly and don't be afraid to tell people why!
- Tell your friends, family, coworkers, and employer about **Put On Purple** Day and ask them to join you.
- Consider organizing an office-wide or school-wide initiative.
- Consider hosting a fundraising event such as a bake sale or dress-down/ jeans day.
- Take pictures of your participation and share them us at info@lupustristate.org
- Also share them on our Facebook Page at facebook.com/lupustristate and on Twitter [@lupustristate](https://twitter.com/lupustristate) using **#PutOnPurple**

Included in this starter kit are tips and resources for coordinating your efforts to promote **Put On Purple** Day, including an response form for hosting an event or fundraiser, fliers, a pledge form for **Put On Purple** Day, and background information about lupus. If you would like additional resources, please email us at info@lupustristate.org or call us at 215-517-5070.

If you are planning a *Lupus Awareness Month/ Put On Purple* Event or Promotion, please complete the enclosed form and return it to the Chapter office. In return, we will mail you up to 25 purple wristbands as our way of saying thank you for helping to raise lupus awareness in your community!

Once again, thank you for participating. Together we can provide hope for a future without lupus and help to everyone living with lupus until that day comes.

Put On Purple. Tell the Story. Change Lives.

Sincerely,



Annette G. Myarick

CEO

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